

What is claimed is:

Claims 1-16 are cancelled.

5 17. (currently amended) A method for obtaining web-based advertising
research data over a communications system, comprising the steps of:

 displaying at least one advertisement with a plurality of features on a
website;

 generating a request by a computer in the communications system
10 requesting at least one user to react to the advertisement by pointing and clicking on at
least one feature of the advertisement that is being displayed;

 storing said point and click data in a storage device in the communication
system, wherein the point and click data comprises at least one of location of at least
one feature in the advertisement with a greater impact and location of a first feature
15 noticed in the advertisement;

 generating at least one question by the computer and displaying posing at
least one question to said at least one user based on said collected point and click data;

 and

 storing answers to said at least one question in the storage device.

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 18. (previously presented) The method according to claim 17, wherein a
feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

 19. (previously presented) The method according to claim 17, further
25 comprising the step of:

analyzing collected data.

20. (previously presented) The method according to claim 19, further comprising the step of:

5 displaying locations of all point-and-click data collected for the advertisement.

21. (previously presented) The method according to claim 19, further comprising the steps of:

10 displaying percentage of point-and-click data collected for various sections of the advertisement.

22. (previously presented) The method according to claim 19, further comprising the step of:

15 transforming word responses into point-and-click data for display.

23. (currently amended) A system for obtaining web-based advertising research data over a communications system, comprising:

20 a computer for displaying at least one advertisement with a plurality of features on a website, wherein said computer generates a request to at least one user is ~~requested~~ to react to the advertisement by pointing and clicking on at least one feature of the advertisement that is being displayed;

a storage device for storing said point and click data, wherein the point and click data comprises at least one of location of at least one feature in the

advertisement with a greater impact and location of a first feature noticed in the
advertisement, wherein said computer ~~poses~~ generates and displays at least one question
to said at least one user based on said collected point and click data, wherein answers to
said at least one question are stored in the storage device.

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24. (previously presented) The system according to claim 23, wherein a
feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

25. (previously presented) The system according to claim 23, further
10 comprising:
a processor for analyzing the collected data.

26. (previously presented) The system according to claim 25, further
comprising:
15 a display device for displaying locations of all point-and-click data
collected for the advertisement.

27. (previously presented) The system according to claim 25, further
comprising:
20 a display device for displaying percentage of point-and-click data
collected for various sections of the advertisement.

28. (previously presented) The system according to claim 25, wherein
the processor transforms word responses into point-and-click data for display.